

WKU KYVL FOCUS GROUPS REPORT

JANUARY 2001

INTRODUCTION

Elaine E. Moore
KYVL Collections Work Group
and Focus Group Assistant Moderator

WKU Libraries hosted two hour-long KYVL Focus Groups with a total of 14 participants. The Faculty Focus Group was held Thursday, January 18, 2001, from 2:00 p.m. to 3:00 p.m. with eight participants and the Student Focus Group was on Tuesday, January 23, 2001, from 5:00 p.m. to 6:00 p.m. with six participants. Each group was provided pizza and beverages.

Soliciting participants was accomplished via a number of methods: mass faculty/staff e-mail; recommendations from subject librarians and teaching faculty; a presentation to the campus ReachU committee which oversees WKU's distance learning initiatives; and a presentation to the Student Government Association Student Congress. Once a list of candidates was compiled from these avenues, they were contacted by e-mail and phone. The resulting confirmed participants consisted of faculty representing the humanities, social sciences and sciences and students that ranged from freshman to graduate, including traditional and non-traditional.

According to WKU policy, an application had to be filed with and reviewed by the WKU Human Subjects Review Board before we could proceed with the focus groups. Permission was granted to conduct the focus groups with the stipulation that the participant's individual identities remained confidential. This was accomplished by using only first names during the actual sessions.

Elaine Moore, WKU Libraries' Electronic Information Coordinator and member of the KYVL Collections Work Group planned and coordinated the focus groups and acted as the Assistant Moderator with the responsibility of transcribing the session notes and making a summary report. WKU's two KYVL contacts, Access Services Coordinator Ruth Kinnersley (KYVL Document Delivery contact) and Extended Campus Librarian Beth Knight (KYVL Reference contact) switched off as Moderator and Scribe for each session. Ruth served as the faculty moderator and Beth as the student session moderator. They each made summary notes on a large easel (Beth for the faculty group and Ruth for the student group) to help the group stay focussed and on track. Elaine took detailed notes as well as recorded each session.

The remainder of this report will present a "Summary" of each focus group session followed by a "Notes" section reporting responses to the questions asked of each group.